



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/05 thru 09/11.

(prices in dollars per carton)

Fri. Sep 05, 2008

SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		32.3% of 18,000 stores				25.6% of 18,000 stores				28.8% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	30	2.50	150	1.25	70	1.50	510	1.19			200	1.01
	White 18 pack			310	2.72			530	2.63			90	2.44
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	70	1.50	410	1.50	20	0.99	470	1.01	10	1.59	320	1.22
	White 18 pack			350	1.72			160	2.30			300	1.78
	Brown 12 pack			120	1.89	60	1.68						
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	60	5.19	780	3.71			90	4.18			1,590	3.79
	OMEGA-3												
	White 12 pack			1,750	2.50	120	2.69	770	2.60	330	2.50	330	2.50
	Brown 12 pack			30	3.99			30	2.29			600	2.27
	CAGE-FREE												
	White 12 pack							530	2.99			50	2.00
Brown 12 pack			590	2.83			1,310	3.10			710	2.50	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,440	1,820	920	Large Eggs on Sep-01-2008 397.6 up 2%
Specialty	3,210	2,850	3,610	
Total (includes MD)	4,790	4,800	4,570	
Special Rate 4/:	10.5%	4.3%	5.7%	

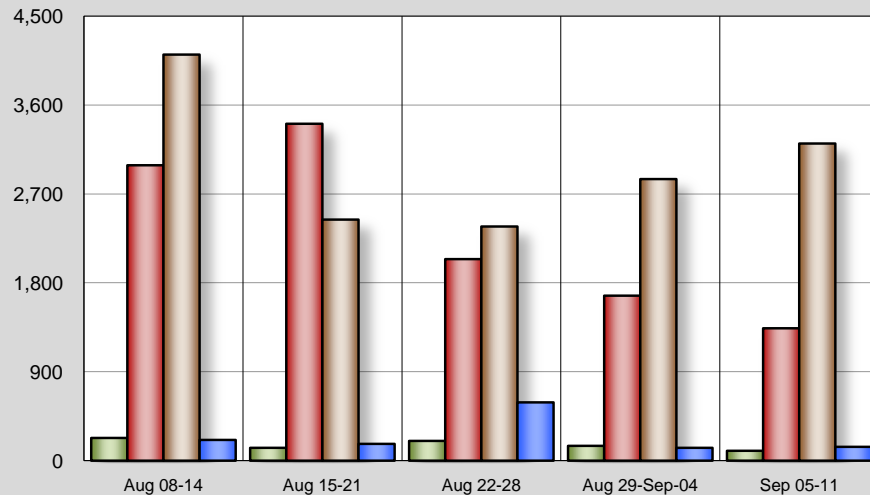
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

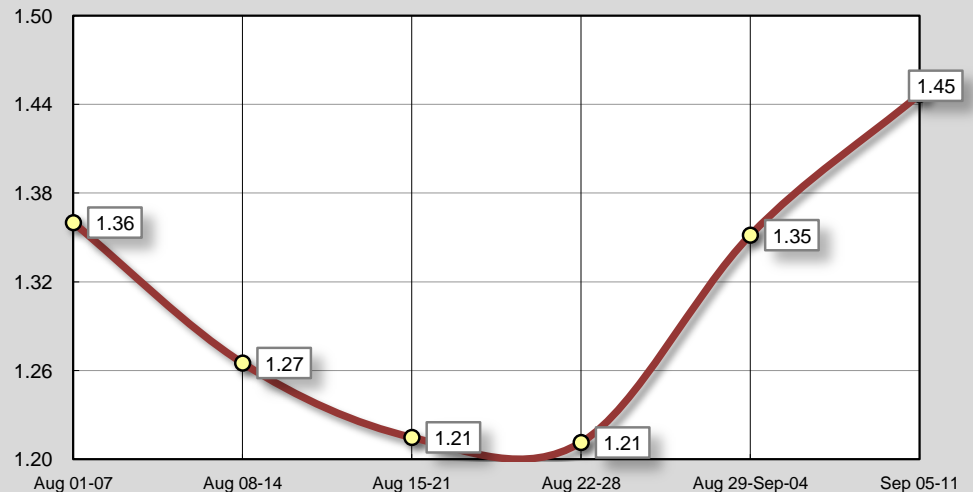
While price-based features for regular shell eggs are less common this week, no price promotions have more than doubled in frequency, placing overall activity for regular shell eggs on a par with last week. Feature prices across all categories and regions are very inconsistent with little in the way of great deals being offered, leading to an increase in the average price of Large white eggs, Grade A or better. Medium shell eggs continue to enjoy ad space and are viewed as a good bargain for consumers. Featuring of specialty eggs, particularly Omega-3 varieties, is more active than last week with considerably more Organic brands being offered after last week's lackluster levels. Promotions for liquid egg products are more common this week and at more attractive prices levels. Shopping patterns continue to be disrupted in the Gulf and Atlantic coastal regions as this area continues to be targeted by a string of hurricanes including Gustav, Hanna, and Ike. Some stores in the area remain closed following Gustav's passing last week.

Shell Egg Promotional Activity by Category

XL LG Spclty Med



Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)							MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		39.1% of 3,900 sampled outlets Activity Index = 2,070 (includes Medium)							31.0% of 4,900 sampled outlets Activity Index = 1,250 (includes Medium)							18.9% of 3,000 sampled outlets Activity Index = 450 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE					
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack	2.50	30	2.50	1.59	10	1.59															
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack	1.50 - 1.79	60	1.54	0.69 - 1.67	170	1.43				0.69	20	0.69	1.29	10	1.29	0.98 - 1.67	220	1.63			
	White 18 pack				1.48	140	1.48				1.88	210	1.88									
	Brown 12 pack				1.89	120	1.89															
	MEDIUM	White 12 pack			1.00	30	1.00	White 12 pack			0.98 - 1.09	20	1.04	White 12 pack			1.00	30	1.00	White 30 pack		
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack	5.19	60	5.19	2.99 - 4.99	560	3.79										2.50	30	2.50			
	OMEGA-3																					
S P E C I A L T Y	White 12 pack				1.98 - 3.29	410	2.90				2.00 - 2.29	1,000	2.02				2.29	20	2.29			
	Brown 12 pack				3.99	30	3.99															
	CAGE-FREE																					
	White 12 pack				2.00 - 3.99	450	2.87										2.50 - 2.69	140	2.67			
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)							SOUTHWEST U.S. (CA,NV)							NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		18.0% of 3,000 sampled outlets Activity Index = 310 (includes Medium)							56.7% of 2,300 sampled outlets Activity Index = 620 (includes Medium)							42.0% of 900 sampled outlets Activity Index = 90 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99	100	0.99				1.50 - 1.89	40	1.80									
	White 18 pack				1.99	60	1.99				2.25 - 3.00	250	2.89									
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack																					
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM	White 12 pack			1.00 - 1.39	60	1.14	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack				1.96 - 3.99	90	3.44				3.59	10	3.59				3.79 - 3.99	90	3.97			
	OMEGA-3																					
S P E C I A L T Y	White 12 pack										3.49 - 3.50	320	3.49									
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack																					
S P E C I A L T Y	Brown 12 pack																					

Note: See page 1 for explanatory notes.



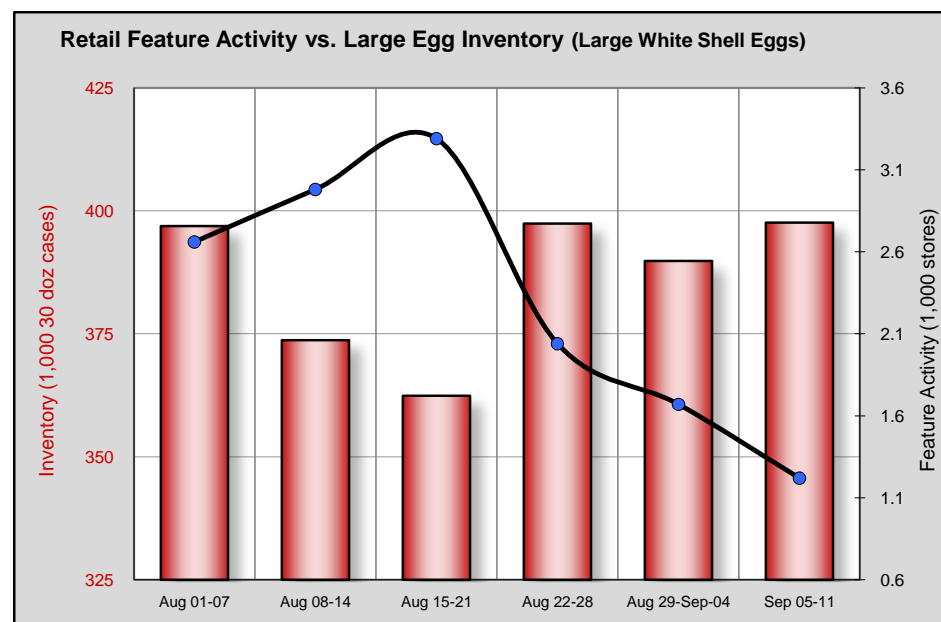
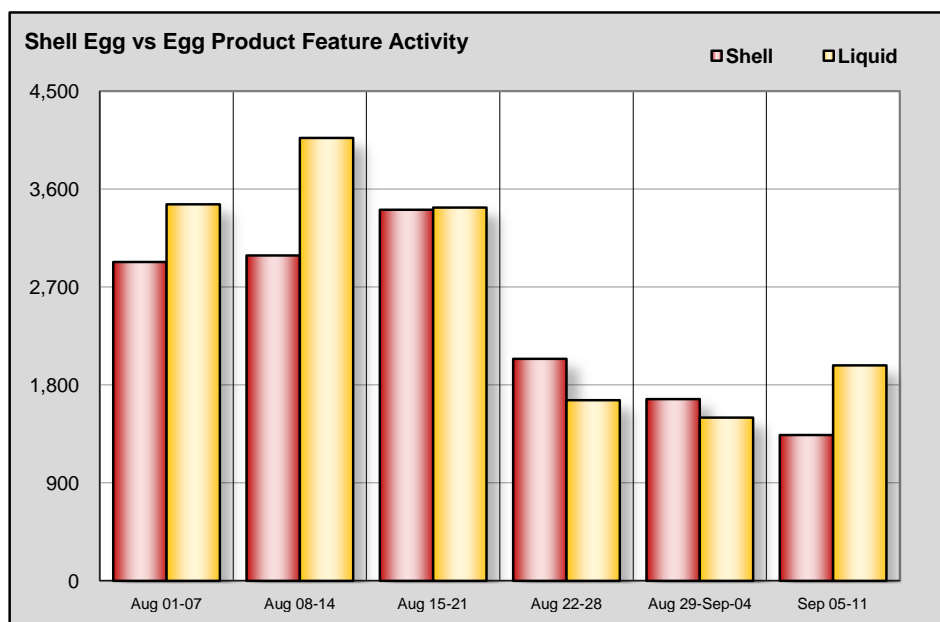
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	9.2%	8.0%	6.3%	17.9% of 3,900 sampled		2.1% of 4,900 sampled		12.8% of 3,000 sampled		8.4% of 3,000 sampled		9.8% of 2,300 sampled		0.0% of 900 sampled	
2/ Activity Index	1,980	1,500	1,270	Activity Index = 1,010		Activity Index = 100		Activity Index = 380		Activity Index = 270		Activity Index = 220		Activity Index = 0	
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}
14-16 oz. crtn	1,030 2.30	810 2.48	570 2.83	1.89 - 3.29	720 2.16	1.89	10 1.89	2.48 - 2.99	190 2.70	2.39 - 2.76	40 2.52	2.49	70 2.49		
32 oz. crtn	690 4.59	420 4.99	520 3.99	4.99	260 4.99	4.29	90 4.29			4.99	190 4.99	3.49 - 4.49	150 3.59		
3 - 4 oz. cup	260 2.22	270 2.06	40 2.79	2.50	30 2.50			2.18	190 2.18	2.18	40 2.18				
2 - 8 oz. cup			140 3.49												



Note: See page 1 for explanatory notes.